

Amendments to the Specification:

No new matter has been added.

Please replace paragraph [0015] on page 4 with the following amended paragraph.

[0015] FIG.1 shows the device 10 of the present invention attached to a hose 5. The device 10 comprises a foam insert 11 and a covering 12. The covering 12 includes an area 13 for an advertising display 29 ~~(not shown)~~. The foam insert 11 preferably has a hollow core 14. The foam insert 11 includes a slit 15 designed for placing the foam insert 11 over the pipe 5. The hollow core 14 is preferably sized to fit various hose 5 sizes. Most preferably, the hollow core 14 has a diameter of about 1.5 inches.

Please replace paragraph [0017] on page 4, carried over to page 5, with the following amended paragraph.

[0017] The covering 12 may be made from any suitable substance including plastic, fabric, etc. Preferably, the covering 12 is resistant to harsh fuels and other chemical additives. The advertising 29 may be placed on the covering 12 in the area 13 via any suitable means including, screen printing, pad printing, dye sublimation, etc. Preferably the printing is resistant to harsh fuels and other chemical additives. The printing may be done with fluorescent ink. The advertising message can be easily and inexpensively interchanged with a new advertising message by removing covering 12 and replacing it with a new covering 12 having a new advertising message. The advertising area 13 may be covered by a clear vinyl window or other glossy covering 28 ~~(not shown)~~ to protect the advertising display 29 or to further enhance the advertising display 29.

Please replace paragraph [0018] on page 5 with the following amended paragraph.

[0018] The covering 12 comprises a zipper 16 or other means to secure the covering 12 around the foam insert 11. Other suitable means of securing the covering 12 to the foam insert 11 include VELCRO 27, snaps, clips, etc.

Please replace paragraph [0021] on page 5 with the following amended paragraph.

[0021] Device 10 may include one or more reflective strips 19. The reflective strips 19 serve several functions. The reflective strips 19 serve to catch the customer's eye, particularly at night, when the customer pulls up to the gas station. Catching the customer's eye is important for several reasons. First, it improves the visibility of the gasoline pumps and helps to prevent the situation where a driver hits the pumps. Also, catching the customer's eye is important in directing the customer to the advertisement 29 on the device 10. Reflective strips 19 also serve to aid the customer at a gas station in determining whether or not the hose nozzle remains in the gas tank opening, and helps to avoid the situation where a customer drives away with the gas hose nozzle still in the gas tank opening.

Please replace paragraph [0022] on page 5, carried over to page 6, with the following amended paragraph.

[0022] Fig. 2 shows the individual pieces which make up the covering 12. A large rectangular piece 21 is designed and cut to cover the foam insert 11. Two small rectangular pieces 23 are used to form the cable tie pockets 18. Two small circular pieces 22 are designed and cut to cover the sides of the foam insert 11 and connect the large rectangular piece 21 with the cable tie pockets 18. The small circular pieces 22 include a slit 26 designed for placing the covering 12 on the hose 5. In this drawing, interior solid lines 24 represent fold lines, while interior dashed lines 25 represent sew lines for attaching a selected piece to another piece. Fig. 2 also shows the area 13 for advertising display 29 43 and the reflective strips 19.

Please replace paragraph [0023] on page 6 with the following amended paragraph.

[0023] An important feature of the device 10 and method of the present invention for attaching an advertising display 29 to a hose is that the present invention provides several functions in addition to advertising. When attached to a self-service gasoline hose, the device 10 of the present invention improves the visibility of the hose while inserted in the gas tank opening to help prevent drive off accidents. Additionally, the device 10 of the present invention can help protect the finish of automobiles when hoses are dragged along or across the vehicle, i.e., the device 10 can help prevent a hose from marring the vehicle or can help prevent the gas tank nozzle or other nozzle from scratching the vehicle. Further, the device 10 of the present invention can be used to handle hoses without the user getting his hands dirty.

Please replace paragraph [0024] on page 6 with the following amended paragraph.

[0024] The advertising 29 shown on the device 10 may be any advertising suitable for the device 10 located on a hose 5. At a gas station, the advertising may be directed to encourage the customer to enter the service station building and purchase items, for example, lottery tickets, drinks or food sold there, or oil or other automotive products sold there. At a garage or service station which changes oil, the advertising may relate to the brands of oil sold or may be designed to encourage the customer to purchase a premium grade of oil over a standard grade of oil.